

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

**1. (Currently Amended)** A computer-implemented method for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the method comprising causing a computer to execute instructions for:

receiving a reservation requesting a ride;

assigning a driver to provide the ride;

retrieving, from a database, a photograph of the assigned driver; and

transmitting the photograph of the assigned driver to a customer [[or a driver a graphical representation]] to facilitate [[execution of a reservation of a transportation service to be provided to]] the customer's ability to confirm that [[by]] the assigned driver and the driver who picks up the customer are the same person.

**2. (Cancelled)**

**3. (Currently Amended)** The method of claim 1, in which causing a computer to execute instructions for transmitting the [[graphical representation]] photograph comprises causing the computer to execute instructions for transmitting the [[graphical representation]] photograph in response to a time associated with the reservation.

**4. (Currently Amended)** The method of claim 1, in which causing a computer to execute instructions for transmitting the [[graphical representation]] photograph comprises causing the computer to execute instructions for transmitting the [[graphical representation]] photograph to a wireless handheld device.

**5. (Cancelled)**

**6. (Currently Amended)** The method of claim 1, further comprising causing the computer to execute instructions for:

retrieving, from a database, [[in which the graphical representation comprises]] a photograph of the customer associated with the reservation; and

transmitting the photograph of the customer associated with the reservation to the assigned driver, thereby enabling the driver to confirm pick-up of the correct customer.

**7. (Currently Amended)** The method of claim 1, further comprising:

assigning a vehicle to be driven by the assigned driver;

retrieving a photograph of the vehicle from a database; and

transmitting [[in which the graphical representation comprises]] a photograph of the assigned [[a]] vehicle to the customer, wherein the photograph of the vehicle shows [[including]] the license plate of the assigned vehicle. [[, associated with the reservation.]]

**8. (Currently Amended)** The method of claim 1, [[in which the graphical representation comprises]] further comprising causing the computer to execute instructions for transmitting a map associated with the reservation.

**9. (Previously Presented)** The method of claim 8, in which the map comprises a pick-up location associated with the reservation.

**10. (Previously Presented)** The method of claim 9, in which the pick-up location comprises a location in an airport.

**11. (Previously Presented)** The method of claim 8, in which the map comprises directions from a location associated with the customer to a location associated with the driver.

**12. (Currently Amended)** The method of claim 1, further comprising causing [[in which the graphical representation comprises]] a text message from the customer to be transmitted to the assigned driver.

**13. (Currently Amended)** The method of claim 1, further comprising causing [[in which the graphical representation comprises]] a text message from the driver to be transmitted to the customer.

**14. (Currently Amended)** A system for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the system comprising:

a computing device adapted to:

[[select]] receive a reservation [[with an associated customer and an associated driver]] requesting a ride; and

assign a driver to provide the ride;

retrieve, from a database, a photograph of the assigned driver;

transmit [[a graphical representation]] the photograph of the assigned driver to [[the associated]] a customer [[or the associated]] to assist the customer in confirming that the assigned driver and the driver who picks up the customer are the same person.

**15. (Currently Amended)** The system of claim 14, [[further comprising]] wherein the computing device is in communication with a data communication channel [[through the computing device, the data communication channel]] linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.

**16. (Cancelled)**

**17. (Cancelled)**

**18. (Cancelled)**

**19. (Cancelled)**

**20. (Cancelled)**

**21. (New)** A computer-readable medium having encoded thereon software for enabling a customer to confirm that a driver who offers the customer a ride is the correct driver, the software comprising instructions for:

receiving a reservation requesting a ride at a particular time;

assigning a driver to provide the ride;

retrieving, from a database, a photograph of the assigned driver; and

transmitting the photograph of the assigned driver to a customer to facilitate the customer's ability to confirm that the assigned driver and the driver who picks up the customer are the same person.

**22. (New)** The method of claim 1, further comprising causing a computer to execute instructions for:

receiving information causing a change in customer pick-up conditions; and

automatically dispatching, to the driver, updated customer pick-up information.

**23. (New)** The method of claim 22, further comprising causing a computer to execute instructions for automatically alerting the customer about a change in customer pick-up information.